## **NEW JERSEY: POPULATION PROFILE**

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
NEW JERSEY	7,730,188	8,414,350	8,648,219	9,037,548
MEDIAN AGE (YRS)		36.8	37.7	39.0
HISPANICS (ANY RACE)		1,117,191	1,198,013	1,335,430
STATE'S PERCENTAGE		13.28%	13.85%	14.78%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		6,104,705	6,192,039	6,353,953
STATE'S PERCENTAGE		72.55	71.60	70.31
MEDIAN AGE (YRS)		39.2	40.3	42.0
BLACK/AFRICAN-AMERICAN		1,141,821	1,185,822	1,239,054
STATE'S PERCENTAGE		13.57	13.71	13.71
MEDIAN AGE (YRS)		31.4	32.2	33.3
AMERICAN INDIAN/NATIVE		19,492	21,415	24,821
STATE'S PERCENTAGE		0.23	0.25	0.27
MEDIAN AGE (YRS)		30.8	30.6	30.4
ASIAN		480,276	527,654	606,041
STATE'S PERCENTAGE		5.71	6.10	6.71
MEDIAN AGE (YRS)		32.7	34.0	36.5
HAWAII/PACIFIC ISLANDER		3,329	3,501	3,936
STATE'S PERCENTAGE		0.04	0.04	0.04
MEDIAN AGE (YRS)		28.3	28.0	27.7
OTHER		450,972	491,095	557,627
STATE'S PERCENTAGE		5.36	5.68	6.17
MEDIAN AGE (YRS)		27.1	28.2	30.1
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN SUBURBAN RURAL			3,166,425 5,353,218 128,576	3,286,372 5,617,982 133,194

SOURCES: USDA AND CLARITAS INC. © 2004.

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## Transportation and Marketing

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN			
PER CAPITA	\$61,179		
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$160,709,030,000	\$201,067,609,000	25.11%
FOOD AT HOME TOTAL	\$17,978,806,800	\$20,659,130,300	14.91%
FOOD AWAY FROM HOME TOTAL	\$17,056,749,400	\$21,069,209,400	23.52%
FOOD AS % OF TOTAL EXPENDITURES	21.80%	20.75%	
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$3,823,355,800	\$4,451,707,900	16.43%
FISH & SEAFOOD PRODUCTS	\$434,506,900	\$492,566,500	13.36%
FRUITS & VEGETABLES	\$2,193,614,600	\$2,477,853,000	12.96%
DAIRY PRODUCTS	\$2,004,226,600	\$2,292,351,100	14.38%
BAKERY PRODUCTS	\$2,081,580,100	\$2,315,372,800	11.23%
CEREALS & PRODUCTS	\$1,018,682,700	\$1,201,931,400	17.99%
PREPARED FOODS	\$2,452,422,500	\$2,840,260,500	15.81%
JUICES	\$629,816,800	\$715,097,100	13.54%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH FAST FOOD FULL SERVICE	\$1,093,157,200 \$499,724,800 \$593,432,400	\$1,499,416,400 \$666,619,800 \$832,796,600	37.16% 33.40% 40.34%
LUNCH FAST FOOD FULL SERVICE	\$3,951,609,400 \$2,342,861,600 \$1,608,747,700	\$4,873,865,700 \$2,825,908,900 \$2,047,956,800	23.34% 20.62% 27.30%
DINNER FAST FOOD FULL SERVICE	\$6,289,066,200 \$2,211,115,500 \$4,077,950,700	\$7,922,073,200 \$2,681,026,100 \$5,241,047,200	25.97% 21.25% 28.52%

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## Transportation and Marketing

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,210	\$1,341	10.83%
POULTRY	\$422	\$468	10.90%
EGGS	\$61	\$66	8.20%
	***	***	
FISH & SEAFOOD			
FRESH	\$85	\$91	7.06%
FROZEN	\$31	\$36	16.13%
CANNED	\$21	\$22	4.76%
FRUITS / VEGETABLES			
FRESH	\$515	\$557	8.16%
CANNED	\$76	\$85	11.84%
FROZEN	\$78	\$79	1.28%
OTHER	\$25	\$24	-4.00%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$184	\$197	7.07%
CHEESE	\$171	\$177	3.51%
ICE CREAM	\$10 <b>4</b>	\$113	8.65%
BUTTER / MARGARINE	\$55	\$66	20.00%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$529	\$561	6.05%
COOKIES	\$91	\$95	4.40%
CRACKERS	\$39	\$41	5.13%
CEREALS & PRODUCTS			
CEREALS	\$173	\$184	6.36%
PASTA PRODUCTS	\$64	\$75	17.19%
FLOUR & MIXES	\$38	\$45	18.42%
RICE	\$47	\$58	23.40%
PREPARED FOODS			
SNACKS/CHIPS	\$128	\$148	15.63%
JUICES	\$199	\$215	8.04%
FROZEN/PREP. OTHER	\$93	\$108	16.13%
SOUPS	\$71	\$82	15.49%
SAUCES & GRAVIES	\$67	\$66	-1.49%
BABY FOOD	\$50	\$55	10.00%
FROZEN MEALS	\$38	\$42	10.53%
NUTS	\$33	\$35	6.06%
SALADS	\$31	\$37	19.35%

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